

THE

QUILL

A MAGAZINE FOR JOURNALISTS



May, 1952

Most news items of the month are offered in the "What's New" column. The "Standard" column lists the "What's New" items.

Center

Bylines in This Issue

MARVIN ALISKY has made a specialty, as radio and television newsman and teacher, of Latin-American journalism, especially that more immediately below our border. His "Press and Radio Strive to Serve the Central American Publics" (page 5) complements his fine study of the Mexican radio in the September, 1953, number of *THE QUILL*.

A Texan whose boyhood familiarity with Mexico and the Spanish language has been reinforced by frequent and recent visits southward, he covers both the newspaper and radio journalism of the five Central American republics.

Readers will find the article timely even to the point of the effect of recent political events in several "banana republics." It is a region with whose journalism North Americans should be far more familiar.

Now an assistant professor of journalism and radio-television at Indiana University, Marvin is also a news commentator on WTTV (NBC-TV Indianapolis, Bloomington, Terre Haute). He attended the University of Texas and the Instituto Tecnológico de Monterrey and capped his formal education with a Ph.D. from Texas' graduate Institute of Latin American Studies. Before going to Indiana he was news editor of San Antonio's *KEYL-TV*.

THE verbal cold war started in the February number of *THE QUILL* by Donald J. Sorensen's criticism of the use of such nouns as "lorgnette" or "gallery" as verbs goes on. It inspired letters to the editor last month and moved **Robert J. Bailyn** to take up a conflicting point of view in a full length article this month. "Are Dictionaries Bibles of Usage or Merely Histories of Words?" (page 8) finds him taking the latter concept.

Now assistant news editor of the Holyoke (Mass.) *Transcript-Telegram*, Bob is a frequent contributor to *THE QUILL* who last wrote from Sweden on that country's high newspaper readership in March, 1953.

Bob took a master's degree at the University of Michigan after being graduated from the University of Chicago at 18. He worked for the Chicago North Side Newspapers, a community weekly chain, and for the Washtenaw *Post-Tribune*, county weekly at Ann Arbor, before becoming telegraph editor of the Fostoria (Ohio) *Review-Times*.

A tour of Army duty was followed

by a visit of six months to Sweden where he studied newspapers while visiting the family of his wife, herself a Swedish journalist before her marriage.

JOURNALISTIC HONORS—
Who won awards for distinguished newspaper, magazine, radio and television news work last year? And why?

Next month *The QUILL* will publish its annual Awards Number. It will carry detailed accounts of the major competitions and listings of many others. See the June *QUILL*.

THE matter of ethics attacked by **John Justin Smith** in "A Pair of Characters the Press Can Do Without" (page 9) is largely confined to metropolitan journalism. The small city reporter dare not pose as a fictitious sergeant when there are only a pair or two of chevrons in town.

The custom, alas, is an established one in such towns as Chicago which gave the entertainment world the "Front Page" tradition of journalism. The gimmick might be defended in prying the news out of officials who do not believe in freedom of information. Its use to invade the private grief of a plain citizen is something else. John presents his case with the incisiveness that has made his byline well known in Chicago.

John joined the *Chicago Daily News* at 18, a few weeks after he had been graduated from a Chicago high school in 1937. He has been there ever since except for more than three years as a World War II infantryman. He returned to newspaper work early in 1945, after a wound on Baik Island in the Pacific. He has been reporter, rewriter and assistant city editor.

He has received a Page One Award from the Chicago Newspaper Guild. As a free lance, he has written magazine articles on subjects ranging from crime to religion. He admits authorship of a book on parakeets.

If John's middle name seems to strike a chord in the memory of old-timers, they are right. He is the nephew of the late Henry Justin Smith, long managing editor of the *Daily News* and author of such authentic newspaper books as "Deadlines."

VICTORY in an unheralded, but nonetheless vigorous, battle for the people's right to know is recorded by **Robert A. Sethre** in "Freedom of Information Scores on the Campus" (page 13). Sethre, assistant professor of journalism at the University of Washington, is rounding out his fifth year on the faculty.



ROBERT A. SETHRE

Before and after World War II, Bob worked for several weeklies and dailies in the Northwest, starting with a circulation job for the *Oregon Journal*.

He edited his college newspaper and reported for the *Spokane Spokesman-Review* before entering military service. Following action in the South Pacific as a communications sergeant with the First Cavalry Division he worked for the *Seattle Times* and the publications staff of the Boeing Airplane Company. For three years before joining the University of Washington staff he was managing editor of the *Sunnyside (Wash.) Sun*.

ESPECIALLY appropriate is the byline of **C. E. Shuford** over the analysis of newspaper paychecks titled "Do Newspapers Pay? Three Studies Show \$30 Cub Only a Myth" (page 10). Shuford can recall that he obtained his first newspaper job by writing at \$1 a column for the *Fayetteville (Ark.) Democrat*, and was put on a \$25 salary after turning out thirty-two columns in one week.

A staff member at North Texas State College since 1937, he served as its director of publicity from 1937 to 1942, and has been director of journalism since a department of journalism was established in 1946.

He has served as director of publicity of Trinity (Tex.) University, and has taught at the University of Arkansas and Alabama Polytechnic Institute. As a freelancer his first sale to a national magazine was a group of "Spoon River" outlaw portraits to *Scribner's*. During World War II he served as a ground school instructor in the air force. His educational background includes a B.A. degree from the University of Arkansas and an M.S.J. from the Medill School of Journalism, Northwestern University.

Shuford is chairman of a committee on aid to journalism for the Texas Association of Sigma Delta Chi.

After 29 years of searching...

Oilmen Open New Frontier in North Dakota

by NORMAN BRUNSDALE,

Governor of North Dakota

For almost 30 years I heard about oil in North Dakota. The only trouble was that nobody had been able to find it. During this time many oil companies and individual operators had leased land and drilled wells. But each attempt failed—ending always in a costly “dry hole.”

That's the first lesson I learned about American oilmen—they just won't quit! After 29 years of searching, their persistence finally paid off in the spring of 1951. An oil company brought in a successful well near Tioga in Williams County. North Dakota had become America's 27th oil-producing state.

Right away, scores of companies, large and small, began to compete for drilling rights throughout the state. The competition was terrific—in no time at all, over half of North Dakota's farmland was leased to various oil companies.

Widely-spaced derricks soon began to dot our wheat fields. And today, only 4 years after the



Norman Brunsdale has been governor of North Dakota since 1951—the year oil was discovered in his state. He has been able to observe first-hand how America's oilmen open a new frontier—how oil discoveries affect a state and its people.

★ ★ ★

first discovery, North Dakota boasts 3 major fields and 19 small fields. These fields have already contributed over 13 million barrels to America's oil supplies.

Oil has been good to our state. It has given us a “second crop.” Before oil, our prosperity depended on how the weather treated the wheat. Now oil lease and production revenues give our farmers more security—even during bad wheat years. Actually, all Americans benefit from the North Dakota oil discoveries, because our oil fields promise to make a sizable contribution to future U. S. oil reserves.

Strangely enough, oilmen have benefited least from North Dakota's oil. That's because, out of the 295 “wildcat” wells drilled in unproven areas, *only* 22 were oil producers—the other 273 were “dry holes.” To date, oil companies have invested over 200 million dollars in our state. I know that it will be a very long time before they realize a profit on that huge investment.

But oilmen accept the tough odds inherent in their business because they know that, under America's competitive system, profits can be made if a reasonable amount of success is attained.

If you want powerful proof of how well this competitive business system of ours works, just remember the oil industry's fine record in North Dakota.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.

This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

THE QUILL

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Agenting an Unh-Unh

IN THE QUILL for February, Donald J. Sorensen looked up from the rim of a highly competent copydesk long enough to growl at people who use such nouns as *lorgnette* and *agent* as verbs. He meant as a dowager might "lorgnette" the occupants of an adjoining box at the opera or a talent peddler "agent" a film starlet.

Sorensen seemed safe on hard, dry ground. Newspapers don't buy those big dictionaries just to hold down the tables they rest on and none of the horrible examples had Webster's sanction. But the article stirred up a spring freshet of letters to the editor. In this number, Robert J. Bailyn continues the rebuttal with a full length article.

Bailyn is an old and valued contributor to THE QUILL. He is a copyreader himself as well as a night school teacher of English. He gets off to an elegant start by quoting Horace and contends, with fine impact, that dictionaries are not bibles but mere histories of usage.

It has all been good clean fun and the kind of ruckus in which no editorial columnist of normal intelligence would get involved. But I can think up arguments for both sides, a chronic occupational handicap of mine.

I could, for example, chide Mr. Sorensen for referring to these trick verbs as "ill-chosen and non-existent." How can one choose, illy or well, something that is non-existent? Obviously the verbs exist, despite the dictionary, as a flood of other words exist that are constantly passing into and out of our flexible language.

SUSPECT that English has become the world language for more reasons than the fact that G.I.s took it with them everywhere the British colonizers had left off. All peoples have their slangs and their vernaculars. But I think the English-speaking races, and the Americans especially, carry their day-to-day speech into the written word more than is done with any other major language.

We Americans particularly have developed slang and other oral short cuts because we are often in too much of a hurry to explain in rounded sentences of proper words. These tend to creep into the written tongue, with or without benefit of Webster.

An Englishman who had spent some time in the United States once appealed to me as an American and as a man whose trade was words to explain something to him. He prided himself on his knowledge of Americanisms, he said, but there were two little words he could never quite sort out. They were *uh-huh* and *unh-unh*.

That was some years ago. I am told these common American exclamations of assent and dissent have long

since invaded the British Isles. Fortunately these two rarely get written. Their tricks of meaning are almost entirely those of spoken emphasis.

I just looked up both in the dictionary and they struck me, in cold print, as incredible as something a Maya chipped in hieroglyphics before Cortes landed in Mexico. Well, for one reason or another, so do "lorgnetted" and "agented" and other Sorensen examples like "galleried" (for followed by spectators during a golf match) strike my mental ear like a power saw in knot wood.

I do not like Mr. Sorensen's noun-verbs either, for reasons beyond their non-existence in Webster. I also agree with Mr. Bailyn and others that journalists, at least, need never wait for words to become lingual history before using them. The real quarrel with a lot of word usage is not that is illegal but that is awkward or dull.

The same standard of taste would bar from a diligent writer's typewriter thousands of words that appear in the dictionary with impeccable ancestries going back to Greece or Rome. One does not necessarily write well merely because he chooses words meaning approximately what he wants to say, and arranges them grammatically.

THERE is more excuse for the journalist who strains too hard to be original or does not strain enough to be understandable than for the man who has more time. It takes time to say it well and it takes space to say it simply, a paradox that many editors are reluctant to recognize.

I was cheered by a little research into non-journalistic writing during a recent long illness that forced me to read practically a whole hospital library. For once, I had time to read leisurely instead of making my usual rapid and incomplete progress through books. I found that people who have time to be careful are often as capable of sloppy writing as a hard-pushed reporter.

In novels of moderate weight and in whodunits of the better literary quality I found many examples of loose writing displaying loose thinking. I scribbled down a number and lost the record of many weeks except for one scrap of cleansing tissue on which is scrawled, in very soft pencil: "Man of about 53," "fingers stained with nicotine" and "hot, sultry afternoon."

Any journalist can see what's wrong with these. The individual words are all sanctioned and the expressions into which they are arranged are not uncommon. But the finicky estimate of age is silly, the second phrase is wrong and the third tautological. Or was the last author merely redundantly his adjectives?

CARL R. KESLER

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Despite high illiteracy in some areas and the occasional descent of a political "banana curtain" **Press and Radio Strive to Serve Central American Republics**

By MARVIN ALISKY

UNITED States newsmen on occasion have turned their attention to Central America because of our defense lifeline, the Panama Canal. And rarely, when the file of feature material grows slim, a travel piece on the Banana Republics provides interesting copy. But during the past couple of years, spot news of Central America now and then has crept into North American headlines.

In 1953, high coffee prices were the reason. Last year, the ouster of a pro-communistic government from Guatemala again focused our editorial attention on Central America. This year, the assassination of the President of Panama and the rebel invasion of Costa Rica from Nicaragua made front-page banners and radio bulletins north of the Rio Grande.

Just before the ouster of the Reds from the Guatemalan government, United States social scientists at long last seemed to become aware of the political dangers lurking in the mass medium situation in Guatemala. Those of us familiar with Latin American communications had been warning that widespread illiteracy coupled with the pro-communist control of radio newscasts had conspired into a situation unhealthy for democracy, had lowered a Banana Curtain around Guatemala.

Happily that situation changed. Now, with new violent outbursts in Central America, let us examine the mass communications of this region lying between the southern border of our wartime and peacetime ally, Mexico, and the Panama Canal.

First it might be well to define the area of Central America. Political scientists, taking history and national boundary lines as their frame of reference, limit Central America to those five republics lying between Mexico and Panama: Guatemala, El Salvador, Honduras, Nicaragua, and Costa Rica. Anthropologists and geographers, on the other hand, have extended Central America culturally as far north as the Isthmus of Tehuantepec in Mexico. And the southern limit often is extended by travel folders to include Panama.

It is true that southern Mexico, Guatemala and Honduras were all linked by the Mayan Indian civilization. Furthermore, the southernmost Mexican state of Chiapas belonged to Guatemala until 1823. By contrast, the case for Central Americanizing Panama has no historical support. The Isthmus of Panama was one of the provinces of the South American republic of Colombia until 1903.

The chief reason for limiting Central America to the Mexican and Panamanian borders is that the five republics so demarcated used to be a single political unit, the Captaincy General of Guatemala, during the three century rule of Spain. The five present-day republics were merely administrative subdivisions of that colonial unit.

BUT independence brought regional differences and jealousies to the fore, and despite many attempts at reunion, political consolidation has not returned. In fact, during the past century and a quarter of independence from Spain, the differences among the five republics have become more pronounced.

Modern communications, of course, have linked the five republics more closely but have not necessarily integrated them. Communication is not synonymous with cultural cohesion. Broadcasting has brought some across-the-border radio listening. But exchange of printed matter among the Central American republics mostly confines itself to the journals and books of academic circles.

The largest news stands in downtown San Salvador or San Jose will carry leading Mexican or United States newspapers, even a few South American newspapers, but none from Guatemala or Honduras. And San Salvador and San Jose are the two Central American capitals which lead the other capitals of the area in newspaper sales.

To grasp the internal communications picture of each Central American republic, let us consider the press and radio of these nations, one by one. We may well start with Costa

Rica, not only because its 1955 abortive "revolution" (really an invasion) is the important Central American news event most recently in our headlines, but also because Costa Rica is a mass medium high point in Central America.

Costa Rica has more potential newspaper readers than the other four Central American republics because of its high rate of literacy. Percentage wise, Costa Rican literacy is not only higher than that of the other Central American nations but also than that of seventeen of the other nineteen republics of all of Latin America including the Caribbean.

Only Argentina and Uruguay can top Costa Rica's literacy rate. More than 80 per cent of the Costa Ricans read and write. The republic has long boasted that it has no army because it spends a major portion of its annual budget on education.

Thus, in January of this year, when a conglomeration of Costa Rican ultra right-wingers and communists, joined and supplied by Nicaraguans, invaded the republic to overthrow the Figueres government, the democratic president had tens of thousands of school teachers willing to defend their liberty but no soldiers.

ONLY the heroic efforts of Costa Rican civil guard reservists, with two weeks training, held off the invaders until United States airplanes and the moral force of the Organization of American States could discourage rebel elements from enlarging the conflict, prompting their withdrawal. The rebels withdrew, appropriately enough, back into Nicaragua, where strong-man rule by President Somoza permits no deviation.

In Costa Rica, newspapers can print with the same freedom the press enjoys in the United States. Last September, I asked President Figueres, "Doesn't it bother you that more than half of all papers in this republic oppose you politically?" He answered, "In the United States, too, a majority of the newspapers may oppose a president that a majority of the voters have put in office. As long as the

news columns are fair, the editorial columns can be partisan. This is the way of democracy."

The president was charitable, for some Costa Rican newspapers have used their news columns too, criticizing him on the front-page, in a manner most United States papers reject as unobjective. Presidential Executive Secretary Rolando Fernandez Salas even gave me evidence of an editor of the political opposition cropping the president out of a news picture in which his presence was essential to the photograph's meaning.

He cited, however, other examples in which certain papers had deviated from front-page objectivity to favor the president. Fernandez Salas then commented, "Perhaps in the long run, a balance evolves between such extremes."

Diario de Costa Rica has the largest circulation, approximately 22,000. This morning daily is owned by former President Otilio Ulate, who also owns the evening daily, *Lo Hora*. *Diario de Costa Rica* is distinguished not only as the circulation leader in the republic but also as the only standardized newspaper.

The other newspapers are tabloid

size, as are most Central American newspapers. It is almost as if the Central American publishers have tailored the press to a size appropriate to republics themselves small in area. All five republics together are no larger than California.

Like *Diario*, the other two leading morning dailies, *La Nacion* and *La Republica*, do not publish on Mondays but do have Sunday editions. This same practice of publishing six days a week, skipping Monday, is followed by the four leading morning dailies of the republic of Nicaragua, two morning dailies of El Salvador, and one in Honduras.

THE only newspaper in Costa Rica continuously and consistently to furnish audited circulation figures by an impartial agency is *La Prensa Libre*, an evening daily that is the oldest existing newspaper in the country, having published continuously since 1888. Dun and Bradstreet's Business Information Division audits *Prensa's* circulation. There is widespread interest among Costa Rican publishers in the newly-created bureau of circulation of the Inter-American Press As-

sociation, which hopes to expand this service hemispherically as the Audit Bureau of Circulation has grown within the United States.

All of the newspapers of Costa Rica divide their front-page headlines between Costa Rican news and international news, with lead stories carrying a Washington dateline more often than a San Jose origination.

As in the other Central American republics, in Costa Rica there is no national domestic news service. Newspapers subscribe to one of the three United States wire services, *Associated Press*, *United Press*, *International News Service*, and get a few features from Europe via *Reuters* and *Agency France Presse*.

A few of the two dozen radio stations in the capital city receive limited summaries from the North American news services by telephone or telegraph. Most stations that air regular newscasts, however, make arrangements with newspapers for re-writing, as do the ten radio stations outside San Jose in the provinces. News supplied from newspaper offices in exchange for radio time advertising the cooperating newspaper is a practice throughout Central America.



This map shows how the journalism of Mexico City, Havana and Panama also affects that of the Central Americas.



YSS is the official government-owned El Salvadoran radio station but most Central American stations are privately owned commercial outlets.

STATION TIW, popularly called "Radio City," in September of 1954 contracted for an INS teletype machine to be in its newsroom, the first Costa Rican radio station to do so. The Costa Rican habit of referring to a radio station by a slogan or special appellation instead of call letters, as we do in the United States, is a common practice throughout Central America and throughout Latin America. A few stations in each Latin American republic, however, insist on being known only by call letters, perhaps to be distinctive from competitors, most of which use a two-name phrase rather than initials.

TIW has a large sign in its news room reminding all personnel that the station's objective is to be non-partisan. Its newscasts reflect that philosophy. *Alma Tica* and *Voz de la Victor* follow the lead of TIW in airing full roundups of international and national news. Of course, in any of the small Central American republics, local news from the capital city is often synonymous with national news.

In addition to literacy, factors which contribute to Costa Rica's free press and radio include the economic and ethnological structures of the republic. That is, Costa Rica is a nation of small land owners. By contrast, before the 1944 revolution which paved the way for several years of pro-communist rule in Guatemala, that republic had most of its land owned by a tiny fraction of its population. By comparison feudal plantationism in Costa Rica is relatively scarce.

As for ethnic groups, Costa Rica is the one nation in Central America that has a population of almost pure European stock. Elsewhere in Central America significant segments of the population are Indian, speaking their own tongues and existing within a village barter economy. Such Indians are picturesque, but do not strengthen the national monetary economics.

In addition, it is obvious that without a high proportion of its population being non-Spanish speaking, Costa Rica has a favorable background for communication integration.

There is no chink in Costa Rican democratic armor that can be labeled widespread racism. Thus, history and not current prejudice determined the physical structure of the Costa Rican population. There were five Indian linguistic groups in this republic when the Spaniards first came, but they were not numerous as were the Indians to the north.

If Spanish culture melded with Indian culture in Central America, United States culture collided with it. But regardless of the Marines' occupation in Nicaragua in the 1920's, in the name of Monroe Doctrine stability, United States ideals politically and journalistically blossomed not there but to the south, in Costa Rica.

TODAY, three outside sources beam journalistic influence into Central America from Panama City, Mexico City, and Havana.

Just south of Central America proper we find Panama, with a press



Marvin Alisky (right) with Fernando Volio, Costa Rican cabinet officer.

largely bilingual. The reason: the Canal. The Panama Canal Zone, which neatly divides this republic in two, is the chief source of the nation's revenue and its most powerful communication influence.

Take, for example, the well-edited *Star & Herald*, with a front-page makeup worthy of any first-rate United States newspaper, and its Spanish-language second section, *La Estrella*, similarly edited. North American news style is striven for also in the newscasts of Panama City's *Radio Miramar* and *Radio Programas Continental*.

THE latter sends R.P.C. discs and tapes to radio stations throughout Central America, but such offerings are chiefly soap operas and musical programs. And few Panamanian newspapers are sold on Central American news stands. The journalistic influence going northward occurs in a human rather than a printed or electronic carrier.

The top Central American correspondents look to Panama as the principal news terminal between Mexico City and the major capitals of South America. The Central American general public does not, but its editors receive Panamanian papers, and its broadcasting managers tune to Panamanian stations or visit them. Panamanian programs on standard AM frequencies do not reach over the mountains but when duplicated on shortwave transmitters they do.

(Turn to page 15)



Robert J. Bailyn is assistant news editor of the Holyoke (Mass.) Transcript-Telegram. He doubles as an evening school teacher of English.

*Men ever had, and ever will have,
leave
To coin new words well suited to the
age.
Words are like leaves, some wither
ev'ry year,
And ev'ry year a younger race suc-
ceeds.*

Wentworth Dillon's translation
of Horace's "Ars Poetica."

IN a business geared to speed, as is the newspaper business, it is necessary that there be stable points of reference. These points are easily ascertained; they afford a measure of comfort.

It may be that the element of stability stems from a need in man to be enveloped in the old familiar before he can strive forth daily to cope with the unknowns which face every newspaperman.

Whatever the explanation, it seems true in general that when it comes to language, journalists are a conservative lot. Style books, painstakingly compiled, perpetuate various practices for years beyond their normal life span.

The "schoolmarm" of the scribblers-for-pay are the copyreaders. To their care is entrusted the linguistic heritage of the English-speaking peoples. The heritage is guarded zealously though not always with enlightenment.

A good example, I think, of some widely-held concepts among newspaper copyreaders is an article which appeared in the February issue of *THE QUILL*. Written by Donald J.

Both copyreaders and teachers of English
will dispute this question with writers:

Are Dictionaries Bibles Of Usage or Merely The Histories of Words?

By ROBERT J. BAILYN

Sorensen, a deskman for the Kansas City Star, it was a complaint about the use of certain nouns as verbs.

Mr. Sorensen made no pretense of arguing concepts. He took the philosophical basis for his criticisms for granted. But the implications of such an article warrant serious examination. The essence of the argument, which receives daily application by persons within and without the newspaper world, is as follows:

There are recognized reference works on meaning and usage for the English language. These references can be readily specified. Foremost among them is Webster's New International Dictionary, latest unabridged edition. It is, almost without exception, a linguistic crime to invent words not "recorded" in the reference works, to supply meanings not printed in them, or to use a word in a manner which is not set out therein.

The terms usually employed in regard to reference works are: sanctioned, approved, permitted, allowed and other synonyms. My use of the word "recorded" is purposeful.

THE weakness of this commonly invoked thesis is its failure to acknowledge language as a living tool of communication. It indicates a belief that language is stagnant; that it has a demonstrable right and wrong governing all phases of it; and that these can be easily determined by consulting "authorities."

To a fellow copyreader who doubles as a teacher of English, this thesis represents an extreme oversimplification. It is, admittedly, a comfortable dogmatism. But it does not begin to comprehend the complexities that accompany efforts to establish standards in language.

Reporters and rewriters working with some editors must feel oftentimes the same bewilderment that my evening high school English students

did before we started discussing the whys and wherefores of linguistic rights and wrongs.

It was a decided relief for them to learn that language grows and changes; that dictionaries are history books and not bibles. It surprised me that such concepts were totally unfamiliar to them despite years of English courses and numerous English teachers. But they seem just as unfamiliar to many newspapermen who have spent their adult lives working with language as the basic tool of their trade.

A block to the ability of the students to learn seemed to be removed when they were informed that rules are flexible.

Some of their trouble could be traced directly to the confusion between the "imperfect" English used all about them incessantly, which they easily understood, and the proper usages in classroom and grammar book. To the student the proper usages are frequently couched in difficult, often hair-splitting terms. Examples of these are pronominal adjective, predicate nominative and infinitive complement. But more important is that the reasons behind the distinctions or the "rules" are frequently downright hard to figure out.

It was a great relief and comfort for the students to hear for the first time the eye-opening truism: Today's linguistic errors are tomorrow's linguistic rules.

THE trend of language through the ages seems constantly to be towards simplification. The results, however, have often been contrary to the aim. There have been "rules" or recognized cataloguing of usage in every age. Common parlance has often established added barriers to communication by setting up a multiplicity of usages, many against the rules.

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It may be the reporter who poses over the telephone as a sergeant of homicide. Or perhaps one who makes like a deputy coroner to help break down a grief-stricken relative. Either way, they're

A Couple of Characters The Press Can Do Without

By JOHN JUSTIN SMITH

SOMEbody ought to pull a pistol one of these days and shoot Police Sergeant Wilson and Deputy Coroner Brown through the head. They deserve it.

You know these two. They may even be old friends of yours. They're the phony characters invented and used by reporters across our nation to bulldoze information from reluctant news sources.

In case you've missed it, the drama goes like this:

The scene: Police headquarters.

The time: Usually about 3 a.m.

(A reporter spots a police teletype message about a shooting, ruffles through a phone book, dials a number and speaks as Sergeant Friday-ish as possible.)

Reporter: "This is Sergeant Wilson of homicide. There's been a shooting at your place. Who got shot? Sir? Yes, Wilson . . . Homicide. That's right, sir. . . . A suicide? . . . Let's have all the facts, sir."

Even though he's sleepy or in an emotional shock, the citizen decides he'd better cooperate with the police. He gives Sergeant Wilson the full details of how grandma just drilled herself with a .45. The reporter, alias Sergeant Wilson, has his story.

Sometimes the cast for this phony drama changes. Just for a change of pace the reporter may act the part of Deputy Coroner Brown.

Either way, the reporter gets his story—and may even win praise from the city editor.

Perhaps the city editor didn't know that the reporter posed as Sergeant Wilson to get his story. Or perhaps he did. It really doesn't matter.

Sergeant Wilson and Deputy Coroner Brown, a pair of fibs, have become an accepted way to get a story. But are they two right guys—or a pair of bums who should be allowed to drift off into history?

Ask newspapermen and you get all kinds of answers, including:

A good reporter: "I'd cut my tongue out before I'd tell anybody I was anything but a reporter."

A mediocre reporter: "I do it sometimes. But only on the telephone. Never in person." (He never did explain this fine distinction in morality.)

A city editor (other than the writer's): "What the hell difference does it make?"

A reporter working for the above city editor: "You ought to work for this guy. He won't accept the explanation, 'They wouldn't tell me,' so you have to tell the lie."

Maybe his city editor is right. Maybe it doesn't make much difference. But there are growing signs that the reading public detests this lie, this phony drama of Sergeant Wilson.

TYPICAL is a lawyer, the father of a recent suicide victim, who exploded when approached by a reporter.

"I wouldn't answer any question for your newspaper," he said. "Last night some smart aleck called me and told me he was from the coroner's office. Like a fool, I answered all his questions."

"Then today I see your paper is the only one that had the story. There's only one way you could have gotten it." He thought a moment.

"Get the hell out of here." He was now a former reader and former friend.

Every time you meet a man who has been duped by the phony Sergeant Wilson routine you shake hands with an angry soul.

In view of the fact that a large percentage of dupes sooner or later discover they have been duped, a large number of Americans must now be angry former readers and former friends of American newspapers.

This sad fact becomes sadder when you realize that the phony drama was not necessary in the first place. Sergeant Wilson or Deputy Coroner



John Justin Smith is by turns byline reporter, rewriter and assistant city editor for the Chicago Daily News.

Brown never got a story a good reporter couldn't get by being himself.

Work for a good paper and act like a gentleman and more often than not a news source will tell you:

"Daily Blatt? Say, that's my paper. Been reading it for 26 years."

He feels as though he's telling his sad story to an old friend.

In case you work for a newspaper that does not enjoy a reputation as a gentleman, you might find it necessary to develop a doubly suave bedside manner. Do so and you won't be chipping away the reputation of your paper—and the industry.

Furthermore, the day may come when the phony drama of Sgt. Wilson may land you on your ear. A State of Illinois public welfare worker showed up at a recent fire in a foster home for children.

"How many children was the home authorized to have?" she was asked by a reporter, posing as a reporter.

"Yes, I can tell you that," she said. "I am authorized to give that information to the newspapers."

WHILE she was fiddling with her files, a rival reporter arrived on the scene and identified himself as "Sergeant Wilson, fire investigator."

The welfare gal sniffed and said:

"Sorry, sir, I'm not authorized to give any information to anyone but the newspapers."

And darned if she would. Sergeant Wilson had fallen flat on his phony face.

Do Newspapers Pay? Three Studies Show the \$30 Cub Only a Myth

A newsroom may not be a royal road to riches, but it has been maligned, Texas surveys indicate.

By C. E. SHUFORD

NEWSPAPERING, a profession that long has boasted of itself as a gatherer and interpreter of facts, has allowed many myths to haunt its editorial offices.

There is, for example, the myth of the underpaid cub reporter who slaves through a fifty-to-sixty hour week for \$20 to \$30. Bunk, says a report on a recent study by the Texas Association of Sigma Delta Chi, professional journalistic fraternity.

A survey answered by twenty-seven members of the Texas Daily Newspaper Association shows that the average journalism graduate who goes to work on a Texas newspaper will draw a first pay check that averages \$55 a week. He may start at any figure from \$40 to \$80 a week.

Ten leading schools and departments of journalism in the state answered a second questionnaire and reported the same starting average. The twin surveys in the Southwest followed a national survey conducted a year earlier by John Murphy, secretary-manager of the Texas Daily Newspaper Association.

All three were designed to find out what was happening to journalism graduates after graduation and why.

Specifically, how many graduates in journalism were going directly into newspaper work? Why were many going into other fields?

And what could be done to attract more, and better, journalism graduates into newspaper work? What could be done to attract more "bright young people" into journalism?

The Texas Association of Sigma Delta Chi and the Texas Daily Newspaper Association wanted the answers to these questions as a basis for positive action. A meeting with directors of journalism was called by Murphy early last year to chart such action. Both groups wanted to meet an emergency about which they had been warned by more than one source—the shortage of "bright young boys and girls" for newspaper work.

As recently as last spring, Jenkin Lloyd Jones, editor of the Tulsa Trib-

une, had complained in Washington, D. C., that journalism is losing its ability to attract these "bright boys and girls."

Texas editors had become aware of this shortage. Journalism educators in the Southwest, like those in other parts of the nation, had seen a sharp decline in college journalism enrollment from the peak postwar years around 1948. Jones said that enrollment in journalism schools had been falling twice as fast as college enrollment generally over a five year period. When general college enrollment began to climb again a year or so ago, journalism seemed slow to follow.

WHY? Jones blamed the loss on "years of libel of the profession" by newspaper editors and on movie and television programs.

News executives, he declared, too often stress the hard work, long hours, and low pay of the profession. Movies and television programs, he said, are guilty of featuring "the boozy editor or the venality of a rich and crooked publisher."

The Tulsa editor said an outdated reputation for low salaries was keeping capable youngsters from entering newspaper work and that even those training for the profession are resigned to the idea of such salaries.

The myth of only \$30 a week started the Sigma Delta Chi survey in Texas. A Veterans Administration official advised a Texas college student, a veteran, not to change his college major to journalism. There were few openings in the field, and starting salaries averaged \$30, he declared.

This information was passed on to a journalism teacher in the school at which the student was enrolled. The joint surveys resulted.

The Texas daily association had been working on the problem for more than a year, gathering information from schools and departments of journalism over the entire nation. Data from this national survey, answered by fifty-eight schools and de-

partments in the field, were turned over to the Sigma Delta Chi committee for evaluation. The national survey covered three school years from 1950 through 1953. The state surveys sampled the situation in 1954. Together, the three studies may debunk a number of newspaper myths, and bury a few ghosts.

There is the myth of lack of opportunity. Texas journalism directors reported that early in May they had already placed 43 per cent of their 127 June graduates, that 11 per cent were under consideration of one or more employers, and that 38 per cent did not desire employment at the time either because they were entering the armed forces soon, were staying in school for graduate study, or were delaying job hunting for personal reasons such as marriage. Eight per cent of the group was unaccounted for.

Journalism directors said they received from two to ten times as many calls for their graduates as they could fill.

Then, there is the myth of prejudice against men trained in journalism.

The surveys showed that in at least a third of the newsrooms where the journalism graduate applies for a job he will be interviewed by executives who prefer to employ cubs trained for journalism. On the average Texas paper surveyed, nearly 60 per cent of the men and women employed in editorial, advertising, and administrative departments are college graduates.

THE sampling of Texas editors showed that only about 14 per cent had had "unsatisfactory" experiences with journalism graduates. About 52 per cent rated such graduates from "good" to "excellent."

And there is the myth of the impersonal newspaper publisher who takes no interest in his employees, offers them no security and no benefits beyond a meager salary.

Newspapers surveyed give employees an average annual paid vacation of two weeks, and three-fourths of them grant annual or occasional

bonuses. More than three-fourths offer hospital insurance, and most of these pay half or more of the premiums. Most newspapers offer employees group life insurance for which the papers pay a share of the premiums. Approximately 37 per cent have retirement or pension plans that promise security for the older newsman.

Many newspapers allow mileage or provide company cars. Some give sick leave, offer bonuses for outstanding work, pay club dues, set up credit unions for their employees, and provide educational plans for their employees' children.

YET of the fifty-five students placed at the time of the Sigma Delta Chi survey, only twenty, or 36 per cent, were going to work for newspapers. Of these, sixteen (29 per cent) had been hired for editorial jobs, and four (7 per cent) for advertising jobs. The departments that had graduated these students had received from newspapers twenty-seven inquiries for desk men, ninety-one for reporters, twelve for photographers, and ten for other positions. One of the largest schools queried failed to report inquiries.

At a time when more employers were seeking journalism graduates than in previous years, there were fewer graduates. And when schools and departments of journalism were getting more inquiries from newspapers than from other agencies, only about 36 per cent were going into newspaper work.

The one-year sampling of Texas journalism graduate placement shows that the percentage of graduates going to newspaper editorial departments is slightly lower than indicated in the TDNA study answered by fifty-eight schools over the nation for the 1950-53 period. The latter study showed that 1,363 of 3,582 graduates, or 38.1 per cent, had gone to work for the editorial departments of newspapers or press associations.

However, in the national survey, not all journalism directors distinguished between "newspaper, editorial" and "newspaper, advertising" classifications. Some lumped newspaper and press association placements together and some did not. Where a director merely wrote "newspaper," figures were placed under "newspaper, editorial." Allowing for variation which has not been broken down, Texas and national percentages may be about the same.

In the same study, journalism directors were asked to list the field or fields entered by their top graduates. The fifty-eight directors listed various

fields eighty-four times. Newspapers topped the listings with thirty-seven mentions, 44 per cent of the total.

Thus, newspapers are apparently getting a much greater percentage of both the total number and top journalism graduates than any other single agency listed.

Newspapering was clearly the work preference of undergraduates, in the opinion of the heads of journalism departments. With the lowest score indicating first preference, newspa-



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pers scored seventy-two as compared with 158 for public relations, 190 for publications, 234 for radio, 252 for "other," and 271 for television.

Yet, with this high preference of undergraduates for newspaper work, more than half the top journalism graduates were going into other fields, and about two-thirds were ducking the editorial side of newspaper work.

Why were journalism graduates entering fields other than newspapering? Asked this question, journalism directors over the country gave twenty different answers, ranging from higher pay in other fields to the belief that "romance appeal has passed from the newspaper to other fields."

THE reason most frequently mentioned by the journalism heads was higher pay in other fields, especially in public relations. This reason was given forty times as compared with thirteen mentions for personal preferences and interest in other fields. In third place was the students' belief that there was more opportunity for advancement in other fields, with eleven listings. Lack of recruiting,

adequate "selling" program, coordination, and direct help by newspapers was mentioned nine times.

Texas educators did not indicate a wide margin between average starting newspaper salaries and average starting salaries in other fields entered by journalism graduates. But there was some margin.

Moreover, in some areas and in some cases the margin seems to have been much wider. The head of a large northern school of journalism writes: "It is pretty discouraging to be offered a wage of \$50 a week when a graduate can go into another less exacting field at twice that amount."

"I must point out that public relations drained off two of our best young male graduates, one at a salary of \$5,300 plus bonus, the other at \$6,000 a year."

Such examples are startling; but may not be typical. Many graduates might find that they would do well to season themselves in less ambitious jobs before accepting such offers.

In seeking jobs, perceptive students will consider both starting salary and opportunities for advancement. Six journalism school heads suggested that if newspapers wish to attract more students, they should provide more opportunities for advancement. One said, "Our graduates have been more interested in opportunity than in beginning pay."

DEFOREST O'DELL, director of the Butler University department of journalism, was one of several directors who reported that newspaper salaries have improved. "Five years ago," he wrote, "I would have suggested that the salary scale should receive additional attention." But Wesley H. Maurer, chairman of the department of journalism at the University of Michigan felt that, "dollar-wise, starting salaries have barely kept up with the inflation over the last twenty years. A newspaper job of twenty years ago that opened at \$30 or \$35 should be offering roughly \$60 or \$75 in the same purchasing power. But in many instances . . . the starting salary is \$50 a week, even less, or \$55. In other categories of work—public relations particularly—the weekly starting salary is \$60 to \$80 or more, for college graduates with journalism as a major and without work experience."

He adds, however, "It seems not to be generally known that low starting salaries are in many newspapers somewhat speedily augmented with increases, merit and general, but these programs of promotion are not

publicized by individual newspapers."

This comment is a key remark in a whole area of suggestions of journalism directors on how the newspaper industry can attract more and better journalism graduates to newspaper work.

The top suggestion, and, of course, the most obvious one, is that if newspapers pay higher salaries and provide rewards, advancement, and securities such as retirement programs, insurance benefits and the like in competition with other mediums and industry, they will attract not only many, but outstanding students.

Suggestions on this point, in a great number of variations, were made thirty-six times by journalism heads of the fifty-eight schools and departments answering the TDNA questionnaire.

THE equally obvious suggestion was made nineteen times that newspapers effect a much closer liaison with schools and departments of journalism. It was suggested specifically that they do such things as offer scholarships and fellowships in various schools to promising students; that they provide staff members as lecturers in those schools; that they restrict all hiring to college-trained journalism students, and that they have state press groups start a program of recruitment on the local level to attract promising high school graduates to college journalism schools.

At this point journalism directors began suggesting that newspapers and newspapermen overhaul their own attitudes toward their profession. One of the primary needs of the profession, they indicate, is a carefully thought out and well-coordinated public relations program for newspapering.

Sixteen different journalism educators suggested that newspapers need modern methods for selecting employees: that they are in dire need of a college graduate recruitment program that can compete with those of other major industries.

Ten directors said newspapers need a broad public relations program that will show the advantages of a newspaper career at the local level. Among the specific comments: that newspapermen stop talking about what a "lousy" profession newspapering is, and that they stop talking "as if today's newsmen are the only individuals who ever made a living in the profession and today's youngsters haven't the guts to make a go of it."

Three directors said newsmen should stop talking about the number of students taking journalism. Wrote

one, "Stop talking about hordes of students taking journalism, and stop exclaiming that the newspaper business couldn't possibly absorb this horde."

Maurer points out that some critics have considered only the number of daily newspapers in the country. They forget, he says, "nearly ten thousand weeklies and some seven thousand periodicals, not to mention countless industrial publications, public relations, government editorial work, institutional editorial work outside of publications, journalism teaching in high schools, radio, television, and a great many other categories of vocations, occupations, and professions. Nor did they know that some students take journalism because journalism provides an all-around liberal arts course. . . ."

Many students from other departments do take journalism courses as electives, and some of these minor in journalism. Some even major in journalism knowing they do not expect to enter the field professionally, but feeling that journalism training will benefit them in another profession.

CLEAR and honest thinking is needed among both journalism educators and members of the newspaper profession. The leaders in the newspaper field should try to get the facts, avoid equally the catchwords of the viewers-with-alarm and the overly enthusiastic, and seek to improve the present situation.

These seem to be some of the facts. First, newspapering is still the decided preference of both the majority of journalism students and of the better journalism students.

Second, newspapering is actually getting from about 36 to 40 per cent of those students despite a slightly unfavorable margin between starting salaries in newspapering and those in other fields, and despite poorly organized public relations and recruitment programs in the newspaper industry.

Third, newspapers should seek to get a higher per cent of the journalism graduate crop, but should realize that they need never seek to absorb all or nearly all of them. Editors should admit that related fields will always absorb many graduates; that often such graduates are better fitted for related fields than for newspapering; and that journalism is useful background for even more remotely related fields.

Fourth, negative attitudes of newspapermen toward their own profession need to be replaced by positive

thinking and action as part of a carefully planned public relations program. This program should include cooperation with schools and departments of journalism, recruitment for these schools on the high school level, and recruitment among college graduates in a program comparable with that of other industries.

Fifth, present benefits already offered by many newspapers are not being advertised among students. Students and graduates should be told of these benefits, and newspapers that do not offer them should realize that graduates are interested not only in better starting salaries but in opportunities for advancement and security. The light of such benefits as retirement programs, health insurance, training and promotion programs, sick leave, paid vacations, and the like now being offered by many newspapers should not be hidden under a bushel.

Some papers seem to have few such lights. They give much thought and energy to their production, circulation, advertising, and newsgathering problems, and apparently little to their relations with the men and women who one day will help them solve those problems. In some cases they even fail to realize that good public relations includes good relations with their own personnel, think some journalism directors. Such newspapers tend, of course, to lose staff members to other papers and to other fields. They need not merely to remove the bushel but to light some candles that should have been under the bushel in the first place.

Only one journalism director queried suggested that "romance" appeal has passed from newspapers to other fields. If "romance" is being replaced by factual honesty without loss of faith, that may be a good, not a bad, phenomenon.

BUT both educators and editors must retain their faith in, and their enthusiasm for, journalism if that faith and enthusiasm are ever to be passed on to succeeding generations of journalism graduates.

Well-conceived public relations programs will help bring young people into newspapering. Increasing salaries and other benefits will help achieve the same goal. But these things alone are not enough.

Newspapers and newsmen must remain perennially young and courageous and vital.

So long as they do, they will capture the imagination and allegiance of youth.

Freedom of Information Scores on the Campus

Steady prodding by the University of Washington Daily opens the door to Board of Control sessions.

By ROBERT A. SETHRE

Assuming that leaders of the university eventually will become leaders in their various communities, it seems logical that this would be a good place to begin their education in the people's right to know. If it is not done now, it will have to be done at a later date.

So wrote Seattle Associated Press Bureau Chief Murlin Spencer last fall in the regional Log. He had caught the significance of a little press-politico controversy on the University of Washington campus and was passing it along to members.

Spencer, like most journalists, deplored the public's apathy toward newspapers' battle against secrecy in government. He noted that university students are like many other newspaper readers in indifference to their own rights.

The AP bureau chief pointed out that Washington editors had more than an academic interest in the student altercation:

The University of Washington Daily, with Editor Stan Reed and (Reporter) Clifford Fry leading the fight, is engaged in a first class battle with the University (student body) Board of Control over the board's decision to bar reporters from its meetings whenever it sees fit to do so. As of now, the Daily appears to be doing quite well, but it may need help. The Daily's fight has been carried on principally on the basis of the law which requires public organizations to make final decisions in public meetings. There also is a moral question involved—whether the board should hide behind a technical legal opinion by its lawyers or whether such an organization, to all intents and purposes a public body, should transact the students' (public) business in public.

The law referred to, still relatively untried, is a product of the 1953 session of the Washington legislature. It stipulates clearly that "No board, commission, agency or authority of

any political subdivision exercising legislative, regulatory or directive powers, shall adopt any ordinance, resolution, rule, regulation, order or directive, except in a meeting open to the public and then only at a meeting the date of which is fixed by law or rule, or at a meeting of which public notice has been given by notifying press, radio and television. . . ." Executive sessions are excepted only if no final action is taken.

To Reed, the Board of Control's vote to bar reporters was an obvious injustice to the students. He was to learn, as many editors have learned, that his readers would be slow in sharing his concern.

It might be revealing if someone were to analyze the factors which have resulted in this attitude of acquiescence. Maybe it was the war. Many editors probably would lay it to the fact that these students grew up during the period of New Deal control. Neither theory explains why this seeming unconcern prevails as well for the older generation.

The student staff of the University of Washington Daily can be credited with alerting a few thousand young men and women, at least, to the dangers of suppressing public information.

Editor Reed cited Washington's new "Freedom of Information Law" in the first of a series of anti-secrecy editorials. His main stress, however, was on the moral issues involved.

The occasion for his opener was the scheduling, by the Board of Control, of a meeting at which would be decided officially the long-protested policy of secret executive sessions.

"When action on any issue is taken by the board, the entire university is concerned," Reed pointed out. "And whenever the university is affected, it is the function of the Daily to inform students and faculty to that effect."

The next day a two-column headline told the story: "Board Approves Closed Sessions." The student body president, Law Student Rocky Lindell, had conceded that the press



Editor Stan Reed of the University of Washington Daily returned to the campus after an eleven-year lapse.

Stan Reed, now 37, came back to the University of Washington in 1952 to complete a college education interrupted by war in 1941.

He worked for Boeing Airplane Company for a time, which led to an assignment (civilian) in aircraft maintenance at the Sandpoint Naval Air Station, Seattle. His performance resulted in a recommendation that he head the Navy's overhaul control unit of the aircraft assembly and repair department in Panama.

His interest in writing developed into a side job—that of editing the Navy base newspaper. At the close of the war the Panama *American* asked him to join its staff and he gained valuable experience on beat and desk.

To obtain a stake to finish his education, he worked for an Alaskan engineering outfit. After eight months he came back to Seattle to resume his studies.

In addition to serving as *Daily* editor, Reed has won two scholarships. As a junior he received the SDX "Top-flight" award for the best reporting of the year.

—R.A.S.

should be admitted "whenever possible," but insisted that the Board of Control held the prerogative. University attorneys had given the opinion that the new law was not applicable. Even though it is a state university, they argued, the student organization is a corporation—not a public body.

Reporter Cliff Fry recalled a 1938 court decision which seemed to refute this opinion. In a test case, brought to determine the legality of compulsory student body fees, it was held that the student organization was subsidiary to the state-controlled academic operation.

Fry did not cite the earlier case in rebuttal, however. His reporting was straight and factual.

REED'S second editorial, labeled "Legalistic Hypnotism," took issue with the board.

Since January of that year, he reminded fellow students, "the board has held three closed meetings. Two of these were concerned with matters of salaries for staff members. Can this, by an extension of an active imagination, be presumed to be justification for secret discussion?"

"... The *Daily* appreciates the efforts of the board. It does not appreciate—or condone—its efforts to keep its activities under cover of secrecy."

By most college editors' standards, the *Daily's* tone was reserved during the entire conflict. The newspaper, answerable to the School of Communications and turned out by journalism juniors and seniors, is entirely a student operation. Prof. George Astel, adviser, followed his usual policy of "giving them their heads."

"It's a student problem and it's the students' paper," reasoned Astel. "If the public is to respect their judgment in a year or two it's up to us to respect it now."

The board refused to budge. The *Daily's* coverage was thorough, and Washington students began to sit up and take notice. There were even a few protests, finally, against the elected officers' stand that student business was none of the students' business.

Reed, convinced that his arguments were sound, printed an open letter to Dr. Henry Schmitz, president of the university. He said, in part:

"This letter is written to request your consideration of Wednesday's decision by the Board of Control to deny the press access to executive sessions—even when final action on any matter is to be taken. . . .

"The *Daily* does not deny the right . . . to hold executive sessions. . . .

"However, the *Daily* denies the right of the board to take any final action in such meetings. Such procedure is contrary to the spirit, if not the letter, of the law. Further, the classification of the board as a corporation is questioned by the *Daily*."

"As a group which has the power to levy assessments upon the campus community, the board is performing the function of a public body. Thus, there is some question as to the validity of denying that the board is a public body."

"Since the issue of freedom of in-



Reporter Clifford Fry recalled an important court decision to clinch the case for freedom of information.

formation is involved, (this disagreement) is being referred to you."

In the same issue, Fry's bylined recapitulation reminded students of the 1938 court decision. The Superior Court had ruled that the board of control derived its authority from the president of the university and the board of regents.

The administration interceded only to the extent that it urged the reaching of a working agreement. Even the president's office, however, failed to influence the board. It was a disappointed Reed who typed out another editorial, "Doors Still Closed. . . ."

"The Board of Control yesterday voted on a motion to allow the *Daily* to be represented at all meetings at which final action is taken. The motion was defeated. The board's policy remains unchanged. Ten members voted in favor of the motion. Eleven opposed it."

"Some of the principles which were advanced by the board to justify the negative vote should be approached with caution. It was asserted that the

admission of the *Daily* to executive sessions at which final action is taken would be a reflection on past board members."

"A touching spirit of loyalty is revealed by this statement. State and federal legislators would be delighted to know about this. Their workload would be lightened considerably if they could be guided by this idea."

"With this attitude, no new laws could be passed because they might be a reflection on past governing bodies. Government of the ostriches, for the ostriches and by the ostriches."

"It is your board. You should be familiar with the function it serves in campus life. The *Daily* will continue to resist any attempt on the part of the board to keep knowledge of its activities from you."

Nobody stormed the student union building as a result of the *Daily's* freedom of information campaign, but there was a new awareness of the problem. Students began to think the matter through, as too few citizens will.

Then, with no further prodding on Reed's part, the Board of Control decided to reconsider. Late in November the *Daily's* editorial, "Late—But Great . . ." was a modest and munificent acknowledgement of victory.

"The Board of Control yesterday adopted as board policy a motion that no final action will be taken in closed sessions. This action is a tribute to the members of the board."

"With the establishment of this policy, a new era in campus communications is begun. In the future, the campus will be represented by the *Daily* at all meetings at which final action is taken."

"The board has thus demonstrated an awareness of the principles of freedom of information. In recognition of this attitude, the *Daily* would like to congratulate the members for their adherence to the spirit of the public information law."

THUS, a campus newspaper demonstrated how the thorough airing of a conflict involving an important American principle—even one for which the public's sympathy seems to be mild—can bring the desired results.

Dr. Henry Ladd Smith, who assumed the directorship of Washington's School of Communications a few weeks later, reviewed the *Daily* series with pride and satisfaction.

"No contribution of greater importance could be made by a campus newspaper—or any newspaper—than making its readers more aware of their right to know," he observed.

Press and Radio Strive to Serve Central American Republics

(Continued from page 7)

The largest interplay between Central American medium officials and Panama is by the airlines. Each Central American capital is but one hour's flight from its neighboring capital, and San Jose in Costa Rica and Panama City are less than two hours apart.

NORTH of Costa Rica lies Nicaragua, with a press that consistently exalts President Somoza. Newspapers and radio newscasts simply do not criticize the government's top leaders, knowing the penalty for such deviation to be, at least, a prison term.

In February of this year, Vice President Nixon, on a goodwill tour through Latin America, announced in Nicaragua that President Somoza would not interfere in Costa Rican affairs and wanted peace in that area. In view of past experience, the announcement was met with skepticism to the south.

When asked about the lack of press freedom in Nicaragua, Nixon declined comment. Perhaps he remembered other United States officials who publicly spoke out against Peron's seizure of *La Prensa*, only to have the diplomatic rug pulled out from under them when we later changed ambassadors and attitudes in Buenos Aires.

But the people themselves in Nicaragua seem to indicate their own feelings about their press if we judge circulation figures. The Nicaraguan newspaper with the largest circulation is *El Centroamericano*, with 16,000 copies sold daily. It is in the provincial town of Leon, which has only half the population of the capital city of Managua. Circulation leader in Managua is *La Prensa* with 14,000.

Centroamericano Editor and Publisher Rodolfo Abuanza Salinas skillfully clings to objectivity in the news columns while walking the tightrope of political neutralism. But this paper too must sometimes pay homage to the accomplishments the government proclaims. And when political pressure is exerted, even this paper's news columns are obviously partisan.

North of Nicaragua is the republic of Honduras, now at peace with its Central American neighbors but agitated with domestic politics. On November 1, 1954, a presidential election was held. Each of the three political parties had campaigned hard. But

none of the three presidential candidates was able to win a majority of the votes, thus automatically sending the question to Congress.

But the Honduran constitution further provides that the winning candidate must have a two-thirds vote in the Congress to assume the presidency. This was not achieved either, and the vice president has taken over as acting president.

Despite a stormy political history, a low standard of living, widespread illiteracy, and the lack of a stabilizing middle class, the presidential campaign found each candidate with outlets for his oratory and promises. Not that each could afford equal time on the radio and equal advertising space in the newspapers, however.

GENERAL Tiburcio Carias, who had been dictator president of Honduras for sixteen years until 1948, had much more money to spend than his two opponents. Dr. Ramon Villeda and General Abraham Williams. When I was in the capital city of Tegucigalpa last August, Carias had trucks with loud-speakers blaring forth his praise, night and day.

Carias also bought the choice radio time, the most expensive evening periods just preceding or following a popular show. His opponents had to settle for second-best daytime spots and late at night openings.

The less conservative elements of the Honduran press remembered the Carias era of 1932 through 1948, and shuddered in print about any return to the press censorship of Carias. Thus *El Cronista*, *El Pueblo*, and *Prensa Libre* each took care to report in detail various unethical practices in the campaign attributed to followers of Carias.

El Dia, whose circulation of only 10,000 is still the largest of any daily in the republic, used most of its editorial space to plead for moderation from each faction. The three-way stalemate resulting in no decision at the polls or in Congress seemed to result not from any feeling of moderation but rather from the fact that Carias' liberal opposition was divided between Villeda and Williams.

The one Honduran radio station that can claim a favored position is HRN. That position is not on the

radio dial but rather the location of loudspeakers right on the main plaza or square in the heart of the capital city. These speakers blare out HRN programs at all hours. Any one en route to or from the cathedral or some of the largest stores and offices automatically comes within earshot of HRN shows. HRN is an independent, non-political outlet, yet somehow manages to remain the only Honduran radio station with permission to hook its microphones to loudspeakers in the center of the city.

Inspired by the "National Hour" of Mexico, in which that large neighbor to the north has one governmental program carried simultaneously on all private stations once a week, Honduras has its own *Hora Nacional*. In both Mexico and Honduras, the government uses a special network of all commercial stations in the nation to disseminate news of governmental achievement rather than maintain an official full-time radio station.

Just west of Honduras lies its tiny neighbor, the republic of El Salvador, where the government does maintain its own non-commercial station, YSS. The other radio outlets of El Salvador are privately owned and all but three are located in the capital city of San Salvador.

Two things that distinguish Salvadoran communications are radio station YSDF and the daily *La Prensa Grafica* of San Salvador, the capital. YSDF, with 50,000 watts of power, is the most powerful transmitter in Central America and is the only standard-frequency (550 to 1600 kilocycles) radio station with fifty kilowatts of power between Mexico City and South America. *La Prensa Grafica* is the only Salvadoran daily to be a member of the Audit Bureau of Circulation, the certifying agency in the United States.

WITHOUT question, applying United States journalistic norms, *La Prensa Grafica* is the best edited newspaper in Central America. A tabloid, its inside page makeup is readable, typographically attractive, and devoid of sensational headlines. Its printing plant is modern and adequately maintained. A Goss rotary press, Goss stereotypes, and new linotype machines give the plant a new, prosperous look.

Under guidance of the Dutriz brothers, both advertising and news columns compare favorably with some of the better North American dailies in the 50,000 circulation class. With a present circulation of 35,750 daily and 50,000 Sunday, as audited by ABC, *La Prensa Grafica* is the giant

in distribution among all Central American newspapers.

Another leading Salvadoran daily of tabloid size is *El Diario de Hoy*, and two other major dailies of standard size are *Tribuna Libre* and *Diario Latino*. None of these three approaches *Prensa Grafica* in circulation or in quality of content, though they are making efforts at self improvement. In fact, El Salvador itself yearns to be like Costa Rica, and has launched a literacy campaign with fervor.

El Salvador already has one big factor in its favor, money. Coffee-rich, the tiny republic has much investment capital in its capital city banks. Unlike Costa Rica, however, El Salvador is not yet a nation of small land owners.

The big coffee barons employ hundreds on their plantations at peasant wages, but there is a growing middle class. As compared to Nicaragua or Guatemala, El Salvador has more genuine democracy. Social security functions not only as old-age pensioning but as an auxiliary to public health and maternity care.

The smaller Salvadoran merchants are now buying radio time, and as a consequence, YSU, YSAX and YSEB have joined YSDF in presenting listenable and popular programs. Rating special mention are the local newscasts on YSU, the United Nations documentaries on YSEB, and the balanced musical programming on YSAX. YSU has also been a boon to local actors, airing live almost as many dramas as it receives transcribed from Mexico and Havana.

EARLIER it was mentioned that three capitals outside Central America influenced Central American communications. This is especially true in the northern part of the region, that is, in El Salvador and in Guatemala. In both republics, listeners tune in Mexico City's XEW, whose well-written and smoothly-announced newscasts are emulated to some extent in San Salvador.

The Cuban influence is felt through the Havana transcribed soap operas rebroadcast on some Central American radio stations and the indirect influence of *El Diario de la Marina*. This dean of Cuban daily newspapers is the ideal goal to be approached in the minds of some Salvadorean and Guatemalan editors.

A comparable situation would be to have some of our own small city editors hoping to make their front pages have the quality, for example, of the *Louisville Courier Journal*.

The northernmost country of Cen-

tral America, Guatemala, has seen its pro-communist president, Jacobo Arbenz, and his followers deported or jailed. But the basic problems of Guatemala have not necessarily been solved.

With almost 80 per cent illiteracy, the republic depends somewhat on its twenty-three radio stations to reach its three million population. There is only one receiver for each forty citizens, but group listening, especially to newscasts during the past few years of turmoil, is a common practice. In fact, restaurant and tavern owners use a radio in the same manner our own bar operators used television sets as a customer lure when video was brand new in the United States.

The government of Castillo Armas, like the Arbenz regime before him, still owns and controls the leading radio station, TGW. But since the ouster of the Reds, no longer do TGW newscasts sound like rewrites of *Tass News Agency* material. International newscasts are based on United States wire services. Domestic news, however, is far from objective, and tends to lean to the right, but not as far as it used to lean to the left.

Two-thirds of all Guatemalans are pure Indians, descendants of the fading Maya empire the Spaniards found in the sixteenth century. Even with a literacy campaign now under way, a minority of the nation can read. Terminal education is at the sixth grade at best, more often the second or third grade, except for the tiny upper class.

Yet despite all that, Guatemala has had an evening daily paper, *El Imparcial*, which even during the terror and torture of the Arbenz regime tried to whisper the truth when it could not shout it. At times, *Imparcial* was forced to imply rather than report what was going on, but it re-

ported the facts about pro-communist President Arbenz even before his ouster under threat of being closed down. It is still the circulation leader in Guatemala with 35,000 daily.

What of the future for Central American communications? Well, for one thing television will join the scene. *TGK-TV* in Guatemala City, *YSU-TV* in San Salvador, and *HOHM-TV* in Colon, Panama, are all planned but not yet constructed. *HOA-TV* in Panama City has been assigned channel two already and has its equipment ordered.

NOT only Panama, but again Mexico and Cuba will enter the Central American video picture. Emilio Azcarraga of Mexico City and Goar Mestre of Havana are joining Jose Ramon Quinones of San Juan, Puerto Rico, to form a film network for Latin American television stations. Thus, when Central American TV stations do get on the air, many Spanish-language programs on film will be ready for them, providing network attractions to gain sponsors while local features are being developed. Already another company has made available its Mexican-produced newsreel, thus prompting the Azcarraga-Mestre-Quinones service to contemplate a similar offering.

These three represent the best in Latin American broadcasting at the present time, and their future services to Central American broadcasting likely will help raise the general level there of news and non-news features alike.

As for the Central American press, each new literacy campaign and each new increment to the small but growing middle class gives promise of an expanding readership. But for some problems, such as Nicaraguan censorship, no immediate solutions appear on the political horizon.

Are Dictionaries Bibles of Usage Or Merely Histories of Words?

(Continued from page 8)

It would be ideal if there were only one set of usages for all languages. But as it is, recognized usages or rules often are too complex for the average person who invents or adopts his own shortcuts.

The origin of the Romance languages from Latin is a good example of how common parlance becomes

accepted parlance. Latin in its literary employment was too difficult for the Roman man-in-the-street. The end result was Italian. It was too difficult for the soldiers who colonized a great part of Europe and even more difficult for the "barbarians" of France, Spain, Rumania and the other Romance-language countries of Europe.

The establishment of a part of speech is typical of the way in which linguistic "rules" come into being. The rules are no more nor less than the cataloguing of the way in which words are employed in context. In the case of parts of speech the context is circumscribed by the linguistic medium known as a "sentence."

It is generally accepted that some words can be used with none or slight change in stem as several different parts of speech. The word "live," for example, is both adjective and verb; "table" is both noun and verb.

AMONG the nouns which have been converted to verbs which Mr. Sorensen could not accept were *lorgnetted*, *mited*, *galleried*, *agented*, *houseguested*, *cowboyed*, *hubbed*, *tormented*, *autopsied* and *front-paged*. He is ready to accept "hospitalized" and "jailed" because some dictionaries have allowed these alterations of a word from one part of speech to another although he implies that others have not.

The meanings of these words are quite clear in context, and even when listed out of context as above. I don't doubt but that some of these will become accepted usages in time.

The cataloguing of parts of speech is very similar to the cataloguing of meaning. The methods and purposes are approximately the same. Mr. Sorensen constantly refers in his article to what dictionaries "approve" and "disapprove."

Dictionaries are probably the most complete catalogues of language usage. They are very handy. But they cannot rightfully "approve" anything. The reasons for this include the inability of inanimate objects to exercise judgments.

Dictionaries, including the first one for English devised by Samuel Johnson and published in 1755, are a record of the way in which words are employed by "recognized" writers or in "recognized" publications. These include the "better" popular magazines and books, scientific journals, classics, etc.

To the dictionary "composer" of one age the word "nice" would have had the preferred meaning of "simple-minded" rather than the present meanings of "fastidious, precise, squeamish, delicate, pleasing to the palate" or the future meaning which the dictionaries are beginning to record of "pleasant, agreeable." "Grand" once referred to size, now it is mostly a synonym for "wonderful."

The examples are "legion," which word in itself has undergone a con-

siderable change of meaning. There is nothing about language which is not in a state of flux. Take spelling, where the drive toward simplicity is most apparent. In Chaucer's time English was replete with silent letters.

Today in newspaper circles it is more and more *tho*, *thru*, and *foto*, maybe thanks to the *Chicago Tribune*. But even "photo" is a shortening of "photograph" and "pix" is coming up fast as a three-letter replacement for the lot of them.

In grammar all headline writers share the sin of attributing life to inanimate objects. The grammar book I use in class "states," which technically a book cannot do, that "many nouns cannot show possession because they do not have life."

The example used is, "covers of the magazine not magazine's covers." But type is not rubber and space counts have breathed life into many a magazine. The grammar book is even forced to admit there are some exceptions to the rule because of usage such as "a week's wages" and "a nickel's worth."

I DO not argue that there is no need for rules, for proper usage, for authorities. Rules serve many purposes. Among them are to speed up the learning process, to permit wider areas of communication, and to provide reference points to avoid unnecessary misunderstandings.

Style books tend to give publications uniformity, character, and by fiat to settle time-consuming arguments. My newspaper has never adopted a style book but there are times when I wish it would!

To the individual, knowledge of the rules may help to get a better job or display superior education. But the primary objective of a language is to communicate ideas and feelings.

When the "kingfish" threatens to get a bat and "Willy Mays" Andy Brown out of the lodge hall, there are few in the audience who do not understand. The expression is colorful. The connotations have a fine spice to them. Any rule about not being able to convert a proper noun into a verb seems out of place.

But I certainly do not argue that all popular alterations in linguistics are a good thing. The standard should be first and foremost that of the fullest understanding for the largest number of persons. Therefore, one language for the entire world would be a must to attaining the ideal.

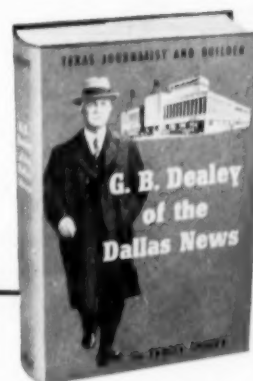
Variety and invention for their own

sakes are meaningless. There can be too many ways of saying "home run." Sports pages are not full of linguistic pitfalls for the uninitiated alone. To my wife, who has a working knowledge of seven languages, they might as well be written in Martian. And a sandlot veteran like myself can sympathize with her—it takes an adding machine to keep up with the words to describe the old familiar games.

IF we realize the need for rules, we must also recognize how they are made and how easily circumvented or changed. And, when an occasion arises in which violating a rule seems to achieve greater understanding than adhering to it, we ought to be ready to violate it. The nice problem is when—and this can be debated at each instance ad infinitum.

Admittedly English teachers and copy editors have vested interests in maintenance of the rules and in retarding change. They ought to realize that theirs is not the word for all eternity. A little less "lorgnetting" on their part might broaden the present limited understanding of language, dispel confusion and increase communication.

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From where I sit *by Joe Marsh*

Thankful for those "Noisy Neighbors"

A recent news story about an Air Force base and the townspeople who live near it illustrates a point I've been trying to make for a long time.

The local people petitioned the Air Force to move the base to another town. They complained that the roar of those jets overhead was getting to be irritating and upsetting.

The Air Force countered by inviting all the petitioners to the field to explain why the base was important to the defense of the community. As a result, the people decided that jet noise is really a welcome noise—and all petitions were dropped.

From where I sit, we all have a job to do in this world, military men and civilians alike. Naturally our ways of working are often quite different—just as our tastes and habits differ. For instance a hot-shot pilot is traditionally a round-the-clock coffee drinker . . . while I prefer just an occasional quiet glass of beer. But it's a "plane" fact, the community needs the services of both of us.

Joe Marsh

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The Book Beat

By DICK FITZPATRICK

BESIDES bringing reading in convenient form to everyone, the paperback book field is doing some interesting things. One of the leaders in the field, Pocket Books, published by Simon and Shuster, has brought out something really new; it is called *pb*—the pocketbook magazine, which carries the subtitle, "Ideas, Inspiration, Information, Issues." It sells for 35 cents.

This 274-page book has a surprisingly wide circulation of material including an article on psychiatry; a collection of cartoons by Herbert Block, Sigma Delta Chi prize winner; a discussion of Islam; a fascinating science quiz by Watson Davis (Washington and Lee). Anyone who reads the answers to these questions which occupy ten pages will really have his eyes opened about the world in which he lives.

Pocket Books has also issued at least four editions of a book called "Discovery" which is basically essays, short stories, and short novels, along with poetry. The New American Library of World Literature has a Mentor original on the market called "New World Writing, No. 6," (50 cents).

This book is a 307-page collection of fiction, drama, poetry, and criticism. This publication and "Discovery" welcome new talent. "New World Writing, No. 6" contains a five-page list of publishers and periodicals which the publishers believe to be displaying an interest in new talent.

These periodic books represent some of the best reading available to the busy man today. They permit a broadening of the horizon from the very narrow world in which most of us, even newsmen, find ourselves.

AMONG the noteworthy Mentor books (50 cents) published by The New American Home Library, recently included are:

"The World of History: Great Historical Writing" by H. S. Commager, Arnold Toynbee, George Santayana, and twenty-six others. This publication was put out by the Society of American Historians. It includes an introduction by Allan Nevins, and has an excellent selection of material in its 220 pages.

"New Handbook of the Heavens" by H. J. Bernhard, D. A. Bennett and (Turn to page 23)

THE QUILL for May, 1955

Sigma Delta Chi NEWS

Awards Winners Disclosed at Washington Meeting

Council Okays Petitions Four New Chapters; Professionals Total 48

Sigma Delta Chi's Professional chapter roster grew by leaps and bounds last month as four more petitions were approved by Executive Council referendum. A fifth petition was scheduled to be presented at the mid-year Executive Council meeting preceding the ASNE Convention in Washington, D. C., April 20.

New chapters planning installation ceremonies are Jackson, Miss.; Nevada Professional, Carson City; Omaha, Neb., and San Antonio, Tex. The fifth chapter is the Tri-State group, including members from western Pennsylvania, eastern Ohio and northern West Virginia.

Phil Stroupe of the Jackson *Daily News* was elected to head the Jackson Professional Chapter. W. P. Ross of the *Tupelo Journal* will serve as vice president, and Ralph Hutto of the Jackson *State-Times* will handle the secretary-treasurer's duties.

Past National President Neal Van Sooy was chosen to temporarily head the Nevada group, supported by John Sanford, vice president, and A. L. Higginbotham, secretary-treasurer. Twenty-eight SDX members signed the petition.

Members of Sigma Delta Chi in the Omaha-Council Bluffs area elected temporary officers also. The new president is Wayne Bradley, who will be assisted by Walter H. Rowley Jr., vice president, and Clifford L. Ellis, secretary-treasurer.

Acting officers of the San Antonio Professional Chapter are Edgar W. Ray, president; R. L. Seaman, vice president; Arthur L. Coleman, secretary, and Harry W. Nixon, treasurer.

Thomas P. Coleman of the Pittsburgh Associated Press will head the Tri-State Chapter until regular officers are elected. Other temporary officers include: Bart Richards, New Castle *Daily News*, vice president; Max Q. Elder, University of Pittsburgh, secretary, and Joseph H. Mader, Duquesne University, treasurer. The board of directors was named as follows: G. A. Harshman and James A. Dunlap, *Sharon Herald*; Richard E. Rentz, New Castle *News*; Prof. James R. Young, West Virginia University at Morgantown; Theodore A. Serrill, Pennsylvania Newspaper Publishers Association, Harrisburg; J. Alex Zehner, Pittsburgh *Sun-Telegraph*; Charles E. Pierson, Pittsburgh *Press*; Joseph Shuman, Pittsburgh *Post-Gazette*; Charles A. Kenny, Garland C. Raine and Michael Peterson, Pittsburgh.

Other letters of inquiry have been received from Indianapolis, Ind., Schenectady, N. Y. and Minneapolis, Minn.

Winners of Sigma Delta Chi awards for distinguished service in journalism during 1954 were announced April 20 at the annual mid-year Executive Council meeting in Washington, D. C. The bronze medallions and plaques will be presented at the May dinner meeting of the New York Professional Chapter at the Waldorf-Astoria Hotel.

The following have been recognized by the judges:

Richard Hyer and William P. Walsh, San Francisco (Calif.) *Call Bulletin*, for **GENERAL REPORTING**.

Robert H. Estabrook, Washington *Post and Times Herald*, for **EDITORIAL WRITING**.

Clark Mollenhoff, Washington Bureau,

Des Moines (Ia.) *Register & Tribune* and Minneapolis (Minn.) *Star & Tribune*, for **WASHINGTON CORRESPONDENCE**.

Carl T. Rowan, Minneapolis (Minn.) *Tribune*, for **FOREIGN CORRESPONDENCE**.

Leslie Dodds, San Diego (Calif.) *Union and Evening Tribune*, for **NEWS PICTURE**.

Calvin Alley, Memphis (Tenn.) *Commercial Appeal*, for **EDITORIAL CARTOONING**.

The Cleveland Plain Dealer, for **PUBLIC SERVICE IN NEWSPAPER JOURNALISM**.

Marshall MacDuffie, *Collier's*, for **MAGAZINE REPORTING**.

The Saturday Evening Post, for **PUBLIC SERVICE IN MAGAZINE JOURNALISM**.

Richard A. Chapman, Station KWOS, Jefferson City, Mo., and **Spencer Allen**, Stations WGN and WGN-TV, Chicago, Ill., for **RADIO or TELEVISION REPORTING** (dual awards).

Reuven Frank, National Broadcasting Company, New York City, N. Y., for **TELEVISION NEWSWRITING**.

Columbia Broadcasting System, New York City, N. Y., for **PUBLIC SERVICE IN RADIO JOURNALISM**.

DuMont Television Network, New York City, N. Y., and **American Broadcasting Company**, New York City, N. Y., for **PUBLIC SERVICE IN TELEVISION JOURNALISM** (dual awards).

Edwin Emery, University of Minnesota, and **Henry Ladd Smith**, University of Washington, for **RESEARCH ABOUT JOURNALISM**.

The 50 journalists and distinguished Americans who accepted invitations to serve on the Sigma Delta Chi Distinguished Service Award juries included:

Warner Schoyen, news director, Station KSD and KSD-TV, St. Louis, Mo.; Rex Davis, news director, Station KMOX, St. Louis, Mo.; Bruce Barrington, news director, Station KXOK, St. Louis, Mo.; W. Steele Gilmore, retired editor, *Detroit News*, La Jolla, Calif.; Jack Heintz, general manager, Station KCOP-TV, Los Angeles, Calif.; Donald A. Freeman, radio-TV editor, San Diego (Calif.) *Union*;

Robert H. Stopher, associate editor, Akron (Ohio) *Beacon Journal*; **Norman Shaw**, associate editor, Cleveland (Ohio) *Press*; **Edward P. Fallon**, managing edi-

(Continued on page 11)

Council's Mid-year Meeting Set for Washington, D. C.

The annual mid-year meeting of the Executive Council was scheduled for April 20 at the Mayflower Hotel in Washington, D. C., preceding the three-day ASNE Convention.

Listed for consideration on the agenda schedule was the 1956 Louisville Convention date. A poll of the Undergraduate chapters, showing a preference for Nov. 14-17, had been sent to the Council, but because of conflicts, including the National Election, the APME Convention and Thanksgiving, a decision on the date had not been made.

Invitations from Houston and Miami Beach have been received for the 1957 Convention and were to be considered by the Council. Gene Robbins, president of the Texas Gulf Coast Professional Chapter, submitted the Texas invitation on behalf of his chapter and the city of Houston, while the Miami Beach bid was made by Tom Smith, past president of the Greater Miami Professional Chapter and director of the Convention Bureau.

Robert M. White II, chairman of the Historic Sites Committee, submitted a letter of recommendation from Frank S. Hoag Jr. that *Irrigation Age* and its founder and editor, **William P. Smythe**, be recognized. Smythe, an editorial writer for the *Omaha Bee*, is credited for organizing the first National Irrigation Congress in Salt Lake City in 1891 and, through his publication, interesting the farmers of the West in the best methods of irrigation.

Professional chapter matters included a petition from the Tri-State group, made up of SDX members from western Pennsylvania, eastern Ohio and northern West Virginia, and a request for initiation privileges from the Mid-Missouri Professional Chapter.

The Council was also to review the cases of Undergraduate chapters currently regarded as under suspension.

Dallas Hosts 4th Annual Texas Convention Rasor Elected to Succeed Daniels

MacRoy Rasor, an Associated Press staffer in Austin, was elected president of the Texas Association of Sigma Delta Chi, at the closing session of the group's statewide March convention in Dallas. Rasor succeeds A. Pat Daniels of Houston.

Named vice presidents were: N. S. Patterson of Houston; Bob Tripp, Radio Station WFAA, radio service of the Dallas News; Don Burchard of Texas A & M College; Russell W. Bryant, *Italy News-Herald*, and Carlton Wilson, Southern Methodist University.

Other new officers are L. A. Wilke of Austin, secretary, and Staley McBrayer of Fort Worth, treasurer.

The fourth annual convention of the association was held at the Baker Hotel in Dallas March 11-13, with the Dallas Professional and the Southern Methodist Undergraduate chapters serving as hosts.

The three-day gathering was opened by a reception and buffet supper Friday evening. The official opening took place Saturday morning when George E. Haddaway, immediate past president of the Dallas group, and A. Pat Daniels, president of the association, greeted the delegates and members-at-large.

A panel of military personnel, including Brig. General William P. Nuckols, Commander, 33rd Air Division, Tinker Air Force Base, Oklahoma City; Colonel Barney Oldfield, Director of Information Services, Ent Air Force Base, Colorado Springs, and Colonel Roswell P. Rosengren, Army Information Officer, Fort



Convention panel: l to r, Haddaway, Oldfield, Nuckols, Rosengren

Sam Houston, discussed "Deadlines and Security Lines."

John Abney, staff photographer for *United Press*, spoke on "I Was a Captive of the Costa Rican Rebels," and Carlton Wilson presided over an "Undergraduate Roundtable."

Wesley S. Izzard, editor and publisher, *Amarillo Daily News*, spoke at the Saturday luncheon. The afternoon sessions featured panels discussing "Are Special Departments Killing the City Desk?" and "Libel Law Round Table."

Jim G. Lucas, Scripps-Howard staff writer with the Washington Bureau, was main speaker at the Saturday evening banquet. His topic was "Report on the Far East."

The general business session Sunday morning included reports of committees and the election of officers.

QUESTIONS AND ANSWERS

Does SDX Headquarters make it a practice, before publishing the list of lost members in *The QUILL*, to send the names and last known addresses to the journalism schools, the chapters or the alumni offices for checking against their lists?

Yes. Locating current addresses for members who have not kept in touch with Headquarters is a continuing function of the National Offices. Names of lost members are referred to the chapters and the journalism schools through the chapter advisers. Names not located by this process are referred to the alumni offices. The Fraternity also advertises in other publications, requesting members who have not been in touch with SDX Headquarters to send in their current addresses. When all of these processes fail to produce a current address, the names are published in *THE QUILL*, and readers are invited to help provide current information. Of course, locating members who were initiated by chapters no longer in existence, or through Professional chapters, is a bit more difficult. There is no university chapter to turn to in the former instance, and sometimes no alumni office to check with in the latter instance.

Due to the fact that I am now engaged in the field of advertising, I am somewhat in doubt as to my eligibility for active Professional membership in Sigma Delta Chi. Please advise me.

Due to the fact that you are not engaged in journalism now (and presumably not for the past three years), you would be classified as an ASSOCIATE member. Associate members with current national dues paid retain all privileges of Professional membership (those currently engaged in journalism) except that of voting at Convention, in a chapter and holding office. Associate members who return to journalism may make application to be reinstated to Professional membership without fee. Associate members and Professional members pay the same national dues, \$5 a year which includes a subscription to *THE QUILL*.

When I became a member of Sigma Delta Chi, I was told that the amount of my payment covered a life membership in the organization and a life subscription to *THE QUILL*. Why do I get a statement for dues?

All persons initiated into Sigma Delta Chi have the privilege of "life membership": i.e., retaining membership for life. If you were initiated during the years 1924-32, your initiation fee included a subscription to *THE QUILL* for life, and this undoubtedly is what you are referring to. However, national dues have been assessed since 1920. Current national dues are \$5 a year for all members, except those who hold a life subscription to *THE QUILL* such as you do, and in your case, dues are \$2.50 a year. Members must pay current national dues in order to retain membership in good standing in the Fraternity. This policy was established by the 1953 National Convention and was put into effect Jan. 1, 1954.

(Continued on page III)

AWARDS JUDGES

(Continued from page I)

tor, Toledo (Ohio) *Blade*; Julian Krawcheck, reporter-rewrite man, Cleveland (Ohio) *Press*; J. B. Mullaney, managing editor, Cleveland (Ohio) *News*;

Stanley Barnett, managing editor, Cleveland (Ohio) *Plain Dealer*; Henry Bodendieck, publisher, *Financial Publications*, Kansas City, Mo.; Cornelius Ashley, director of information, Southwest Bell Telephone Co., Kansas City, Mo.; E. B. Garnett, Sunday editor, Kansas City (Mo.) *Star*; Powell C. Groner, president, Kansas City Public Service Co., Kansas City, Mo.;

Karl R. Koerber, vice president, Kansas City Power & Light Co., Kansas City, Mo.; David E. Smiley, editor and publisher, Tampa (Fla.) *Daily Times*; Harold F. Ballew, managing editor, St. Petersburg (Fla.) *Independent*; Karl E. Bickel, retired head, United Press, Sarasota, Fla.; Stuart G. Newman, public relations counsel, Miami Beach, Fla.; John Denson, Miami Bureau, *News Week*, Miami, Fla.; Luther Voltz, staff writer, Miami (Fla.) *Herald*;

James E. Warner, Washington Bureau, New York *Herald Tribune*, Washington, D. C.; C. Earl Cook, chairman of the board, Federal Deposit Insurance Corp., Washington, D. C.; Senator A. S. Mike Monroney, Washington, D. C.; Griffing Bancroft, CBS, Washington, D. C.; Russell Tornabene, NBC, Washington, D. C.; Maurice Fischer, assistant city editor,

Chicago (Ill.) *Daily News*; Ken Clayton, publicity chief, Chicago (Ill.) *Tribune*; H. W. Gully, Chicago Bureau, *United Press*, Chicago, Ill.;

James Saxon Childers, editor, Atlanta (Ga.) *Journal*; Vincent Townsend, executive news editor, Birmingham (Ala.) *News*; Don Shoemaker, editor, Asheville (N. C.) *Citizen*; Bill Hosokawa, editor, Denver (Colo.) *Post Empire Magazine*; Maurice Frink, State Museum Bldg., Denver, Colo.; Ken Miller, executive director, Denver Community Chest, Denver, Colo.; Judge Philip B. Gilliam, juvenile court judge, Denver, Colo.; John Jameson, chief of bureau, *Associated Press*, Denver, Colo.;

Larry Gebhard, promotion assistant, Stations WTMJ and WTMJ-TV, Milwaukee, Wis.; Robert Kidera, associate professor, Marquette University, Milwaukee, Wis.; H. Kendig Eaton, public relations director, Mathisson & Associates, Milwaukee, Wis.; Dr. William Lamers, assistant superintendent of Milwaukee Public Schools, Milwaukee, Wis.; Dr. A. A. Suppan, director of Extension and Summer Education, Wisconsin State College, Milwaukee;

K. R. Marvin, head, Department of Technical Journalism, Iowa State College, Ames; Clifford F. Weigle, Stanford Institute for Journalistic Studies, Stanford, Calif.; Lauren Soth, editor, editorial pages, Des Moines (Ia.) *Register & Tribune*; Wayne Gard, editorial writer, Dallas (Tex.) *Morning News*; Ayres Compton, public relations counsel, Dallas, Tex., and James J. Metcalfe, Chicago *Sun-Times* Syndicate, Dallas, Tex.

Chapter Activities

WASHINGTON—The fourth annual "Bloody Mary" breakfast for the American Society of Newspaper Editors was scheduled for April 23 at the National Press Club. In addition to the editors attending the ASNE Convention, the top brass of Washington was invited, including Vice President Richard Nixon, Cabinet members, Senators, Representatives, military chiefs and other VIPs in government.

MILWAUKEE—Hans Oertel, press chief of the U. S. Information Service in Germany, was scheduled to speak at the March meeting. Oertel, former news editor of DANA, is in America with five colleagues to study America so they can interpret it better to the German people. Topic for his talk was his version of the impact U. S. material has on the German people.

KANSAS CITY—Milt Caniff was scheduled to give his "chalk talk" before members of the KC group at the March meeting. Guests from Kansas University, Kansas State and Missouri University planned to attend. The second annual Griddle party in February netted a profit of \$1,310 for the club. Some of the profit will be used to provide scholarships at Kansas and Missouri universities and at Kansas State for undergraduate journalism students and members of Sigma Delta Chi.

CENTRAL TEXAS—Members of the Central Texas Professional Chapter planned to debate the question, "Is Crime News a Crime?" at their March meeting. Representing the court's side of the question were District Judge James K. Evetts, Shuford Farmer and W. C. Haley.

CENTRAL PENNSYLVANIA—A lawyer, who also was an editor, told the March meeting at Williamsport that he had changed his mind about courtroom photographers after reading the briefs of the Westmoreland county photo ban case. Malcolm Muir, Lycoming county solicitor and editor of the *Lycoming Review*, publication of the county bar association, said he had thought the decision should be left up to the trial judge, but now he thinks courtroom photos can be taken without creating a disturbance. However, Muir quoted a state supreme court ruling which bans court photos and said it would have to be removed before local courts will have any jurisdiction. The chapter voted to go ahead with plans to set up a journalism scholarship program with the first to be granted next spring for the 1956-57 school year. The May meeting will be held in conjunction with the annual Pennsylvania Press Conference conducted by the Pennsylvania State University.

ST. LOUIS—April's guest speaker was scheduled to be Walter Taplin, British newspaper man, economist, teacher and radio commentator. His topic, "Industrial Production and Political Power," was chosen to show the relationship between high production and the world political power of the United States and Britain. Taplin left the journalistic field last year to serve as commentator on international affairs for BBC, and more recently was appointed adviser on economic af-

fairs and producer of programs on economic subjects for the network.

CHICAGO—William S. Bishop, Illinois campaign director for Crusade for Freedom, described the policies and operations of Radio Free Europe in combating communism at the March meeting. February's topic, "Artificial Insemination," brought a large attendance to hear experts discuss the timely and controversial issue. Another attraction on the calendar was the second annual Illinois Freedom of Information Clinic which was held in Springfield April 1. Sponsors were the Freedom of Information Committee of the Illinois Associated Press, the state chapters of Sigma Delta Chi, the Illinois Press Association, the Illinois Broadcaster's Association and the Illinois News Broadcaster's Association.



BUCKEYE—Pulitzer prize winning AP Feature Writer Hal Boyle was the speaker when the Buckeye Chapter met in February. After hearing of Boyle's experiences, Chapter President Murray Powers, left, and Herb Maxson, right, presented Boyle with a king-size SDX pin. Maxson was responsible for Boyle being present at the meeting. Ernest B. "Tony" Vaccaro, General Executive for the *Associated Press*, was featured speaker at the April meeting. He spoke of his newspaper experiences with the *Memphis Commercial Appeal* and with the *Associated Press*, also telling of his "White House Run" and his experiences in traveling some 235,000 miles with Harry Truman.

NORTH DAKOTA—The ninth annual meeting of the North Dakota Professional Chapter was scheduled for an April date when election of officers, initiation of Professional candidates by the Undergraduate chapter and reports from committee chairmen were to be topped off by the annual smorgasbord for all delegates, guests and visitors to the North Dakota Press Association Convention. The smorgasbord was sponsored by the Undergraduate SDX Chapter.

QUESTIONS

(Continued from page II)

I have heard that if you are in military service, you are carried on the books without payment of dues. Please let me know.

All members of Sigma Delta Chi are assessed annual dues, members in military service included. However, special consideration will be given to those members in service who wish to postpone payment of dues for a period of more than the maximum three years allowed other members. They are not exempt from dues while in service, but their membership will be protected. Members in military service continue to receive THE QUILL and membership privileges. Many are active in Professional chapters.

I am not a member of a local chapter. I wonder how much dues are for members like myself?

National dues are \$5 a year for all Professional and Associate members whether affiliated with a chapter or not, and it includes a subscription to THE QUILL. If you affiliate with a Professional chapter, you pay National dues and local dues. If you do not affiliate, you pay National dues only.

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Sigma Delta Chi NEWS

Managing Editor.....Nola Murchison

Chapter activities, personals and other Fraternity news should be sent to National Headquarters, 35 East Wacker Drive, Chicago 1, Ill. Members should be identified by listing their chapter and initiation or graduation date.

May

No. 34

CHOLM HOUGHTON is the new managing editor of the *True Voice*, official newspaper of the archdiocese of Omaha. Houghton is past president of the Omaha Chapter of the Society of Associated Industrial Editors. Prior to his new position, he was public relations director of the Hinky Dinky food stores chain.

Books by Brothers

DON ANDERSON, publisher of the Wisconsin State Journal, has compiled a series of articles written for his newspaper during a recent three month's round-the-world trip. Under the title, *IT'S REALLY ROUND*, Anderson also included some of the pictures he took on the trip. As a bit of explanation, Anderson stated, "This is not a book. . . . This is just a collection of newspaper stories . . . being reprinted only because, for some unaccountable reason, a lot of people wrote and wanted copies of the series—and we ran out of this issue of the newspaper."

A TREASURY OF AMERICAN GARDENING, just released, was planned and edited by JOHN R. WHITING, publisher of the Flower Grower, the home garden magazine, for the past five years and publisher and editor since December, 1953. The book includes articles and pictorial features by members of the Flower Grower editorial and photographic staff. Whiting is also the author of *PHOTOGRAPHY IS A LANGUAGE* which is devoted to the field of editorial use of photographs and the development and techniques of photo journalism.

The story of America's great fires is told by BOB CONSIDINE, newspaper columnist and author, in a new book entitled *MAN AGAINST FIRE*, published by Doubleday in February. Considine describes a number of famous tragedies in an on-the-spot manner.

TOM MAHONEY is the author of a new book, *THE GREAT MERCHANTS*, published by Harper & Brothers in March. The work presents accounts of twenty outstanding retail institutions with emphasis on their advertising and promotion activities.

WILLIAM KOSTKA's article, *ACADEMIC FREEDOM OPENED MY EYES*, originally published in the Denver Post, had the lead position in the American Association of University Professors' Bulletin recent issue. Since its original publication in the Post, the article has been reprinted eight times in various national publications. In addition, it was printed in booklet form with thousands of copies distributed.

WHITT SCHULTZ, successful business executive, consultant, inventor, lecturer, Northwestern and University of Chicago teacher, has written a new book, *HOW YOU CAN EARN MORE WITH SUCCESSFUL SPEECH*. Publisher is the How To Book Company, Glencoe, Ill.

WAYNE GARD has seen his latest book, *THE CHISHOLM TRAIL*, go into its fourth printing in its first year. Gard is an editorial writer on the Dallas News and a past president of the Dallas Professional Chapter.

The North Dakota Undergraduate Chapter has published a *NEWS CORRESPONDENT'S GUIDEBOOK*, designed to assist the newspaper editor by giving him an easy means of directing and improving the work of his correspondents. The 32-page book covers such points as what is news, sources of news, how to collect news, preparing copy, writing the story, story types and outlines, hints on style, some do's and don'ts, what happens to your copy, sources, contacts and deadlines. Copies may be obtained by writing to Sigma Delta Chi, Box D, University Station, Grand Forks, N. D. They are priced at 40 cents each, with rates for bulk orders.

Officers' Directory 1954-55

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Personals

About Members

CARL LEVIN, head of the Washington office of Schenley Industries, Inc., was elected a vice president of the company recently. Levin, who has been in charge of the Washington office since 1951, will remain in Washington in charge of the company's activities in the capitol.

CHARLES E. CARLL, former director of public relations of Ford Motor Company, has formed Carll Associates, public relations and industrial sales firm, in San Diego. Other offices are to be opened in Los Angeles and San Francisco, and a Detroit office has been operating since August.

CPL. GILBERT JONAS, section chief of the public information office, Fort Bliss, Tex., recently received an early release from the Army to return to Columbia University to complete his studies. Jonas holds a bachelor's degree in journalism from Stanford University and has also earned a graduate degree from Columbia's East Asian Institute. He had completed most of his work for a master's at Columbia's School of International Affairs when he was drafted.



Five delegates to the seminar of the Allied Daily Newspapers of Washington discuss the University of Washington Daily with V. M. "Red" NEWTON, managing editor of the Tampa (Fla.) Tribune, who was the discussion leader at the sessions March 31 and April 1 at the University of Washington in Seattle. Seated l. to r.: Adele Ferguson, Bremerton Sun; DR. HENRY LADD SMITH, director of the University's school of communications. Standing l. to r.: Roland Miller, Walla Walla Union Bulletin; Ed STONE, Seattle Post-Intelligencer, and HOWARD CLEAVINGER, Spokane Chronicle. Newton, one of the outstanding newspaper editors of the nation, is vice president of the Associated Press Managing Editors Association and chairman of SDX's National Committee for the Advancement of Freedom of Information. The Undergraduate and Professional chapters of Sigma Delta Chi assisted with arrangements for the seminar, which was attended by representatives of Washington's daily newspapers.

Quill Editor

Carl R. Kesler, Editorial Writer, Chicago Daily News, 400 W. Madison St., Chicago 6, Illinois.

Quill Business and Advertising Director

Victor E. Blueborn, Quill Publishing Offices, 35 East Wacker Drive, Chicago 1. National Committees were given in the April issue of THE QUILL.

The Book Beat

(Continued from page 18)

H. S. Rice. "This is a handy and interesting book complete with an appendix and index on the subject of astronomy which few of us know much about.

"The Age of Belief," circulated with an introduction and commentary by

Anne Fremantle. This is a 218-page collection of the works of such philosophers as St. Augustine, Abelard, St. Thomas Aquinas, Duns Scotus, and others. It is difficult but intriguing reading and this book is the first in a series of about ten collections of philosophical writings that Mentor will publish. "The Age of Belief" questions the medieval period and is the first of its kind.

news report), then the one-newspaper reader will be exposed to the meaning of the event and will be able to decide for himself what the truth is.

Melvin Mencher
The Bee

Fresno, Calif.

Editor, The Quill:

Carl E. Lindstrom rings the bell in "I Put My Faith in the Professional Reporter" (THE QUILL, March).

I think we need to get back to fundamentals in writing, the stress on accuracy, complete detail, the five Ws.

Lindstrom's comment on the get up and go of *Saturday Evening Post*, *Collier's* and *Red Book*, in putting out timely and complete features ahead of newspapers, is right on target.

But I think he overlooks that newspapers have not been interested enough to provide either sufficient staff or pay enough money to obtain these kinds of features.

So long as magazines are willing to put out the cash and hire the men just so long are the magazines going to take the lead in timely features. And the articles he mentions are tops in journalism.

Brownwood Emerson
The Daily Record

Roswell, N. M.

From Quill Readers

Editor, The Quill:

In the March, 1955, number of THE QUILL Carl E. Lindstrom presented a persuasive argument for more and better objective reporting. But when he described this as the sort of journalism which is a "science because all science involves the eternal pursuit of ultimate truth," I believe he invalidated his point. Mr. Lindstrom's journalism is more concerned with denoting the event than with pursuing its meaning and significance.

Objective reporting is concerned with the small areas of observable fact: what the speaker said, what is on the police blotter, what the court records contain, what the war correspondent observed, etc. As I understand his point, Mr. Lindstrom is leery of going further because if we do use interpretive reporting we may become involved with "the poison of slant, bias, opinion, emotion and subjective reporting."

But unless we use good sized chunks of interpretive reporting we will come nowhere near the ultimate truths which he obviously would like us to seek.

The debate between partisans of objective and interpretive reporting appears to date from the soul searching of newspapermen and editors who were concerned with Senator McCarthy's use of the press. Several years ago Elmer Davis in an article in the *Atlantic* advised that we find a way to walk the tightrope between the "false objectivity that takes everything at face value . . . (and) 'interpretive' reporting which fails to draw the line

between objective and subjective. . . ."

He admitted he had no concrete suggestion as to how to accomplish this, but he urged us to work out some procedure so the newspaper reader gets "not only the truth and nothing but the truth, but the whole truth." Recently, a number of editors have criticized the wire services for their interpretive reporting.

It seems the debate will continue toward no foreseeable conclusion because of the obviously different concepts the two sides have of the function of a newspaper. The debate becomes considerably more clouded when a believer in straight, objective reporting assumes this is the sort of reporting which will get us close to the truth.

If we believe it is our function to chase Davis' whole truth and Lindstrom's ultimate truth then there does not seem to be any alternative but to use interpretive reporting, columns of opinion, and similar devices.

But if we conceive of the newspaper as a primary source of information reporting the observable event then the newspaper need not bother with interpretive reporting. The editor assumes, or hopes, the reader will supplement the basic news report by reading weekly magazines of opinion, a few good books now and then, and the editorial pages of several newspapers.

The difficulty, however, with this latter assumption is that the newspaper reader probably reads only one or two newspapers and skims them at best. On important news he will have a surface knowledge of the bare facts, which is not getting very close to the truth of the event.

If we present in one package, as several newspapers do, the opinions of other papers and magazines and permit the reporters to write interpretive material (perhaps typographically differentiated from the straight

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